

Current Economic Programs Printed Survey Results: by the *Research and Development Survey Statistics Users* Respondent Base

U.S. Census Bureau
Current Economic Statistics User Survey

OMB CQM-26 (Rev.5/5/98)

I. DATA CONTENT

Your answers identifying the survey data you use will help us understand our users' patterns of data use.

1. Which Current Economic Statistics from the Census Bureau do you use? (Mark all that apply.)

(1) Monthly

1.2%;	1	None
64.6%;	53	Retail Sales
53.7%;	44	Wholesale Trade
69.5%;	57	Manufacturing/Trade Inventory/Sales
54.9%;	45	Housing Starts
42.7%;	35	Building Permits
47.6%;	39	New Home Sales
42.7%;	35	Value of New Construction Put in Place
34.1%;	28	Housing Completions
28.0%;	23	Expenditures for Residential Improvements
31.7%;	26	New Residential Construction
19.5%;	16	New Mobile Home Placements
65.9%;	54	Monthly Imports and Exports
78.0%;	64	Current Industrial Reports
75.6%;	62	Manufacturers' Shipments, Inventories, Orders

Replies 82; Forms 94

(2) Quarterly

75.0%;	54	Quarterly Financial Report
84.7%;	61	Current Industrial Reports
6.9%;	5	Federal Assistance Awards Data System
22.2%;	16	Quarterly Tax Survey
11.1%;	8	Quarterly Public Employee Retirement

Replies 72; Forms 94

(3) Annual

59.6%;	56	Annual Retail Trade
56.4%;	53	Annual (Wholesale) Trade
41.5%;	39	Annual Survey of Communications
44.7%;	42	Transportation Annual Survey
47.9%;	45	Service Annual Survey
57.4%;	54	County Business Patterns

38.3%;	36	ZIP Code Business Patterns
64.9%;	61	Statistics of U.S. Businesses
28.7%;	27	Characteristics of New Housing
34.0%;	32	Annual Building Permits
26.6%;	25	New Residential Construction in Selected Metropolitan Areas
55.3%;	52	Annual Capital Expenditures
84.0%;	79	Annual Survey of Manufactures
78.7%;	74	Current Industrial Reports
100.0%;	94	Research and Development Survey
47.9%;	45	Plant Capacity Utilization
21.3%;	20	Education Finance Survey
23.4%;	22	State Tax Collection Survey
14.9%;	14	Annual Public Employee Retirement
20.2%;	19	Annual Survey of Public Employment
21.3%;	20	Consolidated Federal Funds Report
31.9%;	30	State Government Finances
72.3%;	68	Annual Imports and Exports

Replies 94; Forms 94

II. DATA DELIVERY

The Census Bureau is considering use of the Internet as the primary method of data delivery. By completing the following questions, you will help us retain the most essential delivery formats and design the best possible data delivery service.

(4) 2. How do you receive current economic data now? (Mark all that apply.)

82.6%;	76	Printed Publications	20.7%;	19	Direct (E-mail) delivery
78.3%;	72	World Wide Web (Internet)	17.4%;	16	FAX
45.7%;	42	CD-ROMs	2.2%;	2	Regular mail
22.8%;	21	Diskettes	5.4%;	5	Other

Replies 92; Forms 94

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- EBB (of Stat-USA) Phone calls
 - Library
 - Check values by telephone
 - also use microfiche in some cases.
 - Internet, ProNet
 - Write or call the specific office having the information I need.
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(5) 3. What format do you PREFER when downloading data for further manipulation? (Mark all that apply.)

68.1%;	62	Spreadsheet (e.g., wkl, xls, etc...)
33.0%;	30	Database (e.g., dbf, mdb, etc...)
23.1%;	21	ASCII flat files
23.1%;	21	ASCII delimited
18.7%;	17	Retrieve from print or screen and enter manually
8.8%;	8	Do not manipulate data
4.4%;	4	Other

Replies 91; Forms 94

- Sas data sets
- So we can manipulate.
- Reports written to put data into context

4. What capabilities do you want on the Census Internet site? (For each line, indicate the degree of your preferences, from 5 [high] to 1 [low].)

(6) a. Direct (E-mail) delivery:

50.6%;	39	5	19.5%;	15	3	6.5%;	5	1
15.6%;	12	4	3.9%;	3	2	3.9%;	3	Don't know

Replies 77; Forms 94

(7) b. E-mail notification:

50.0%;	40	5	15.0%;	12	3	10.0%;	8	1
15.0%;	12	4	7.5%;	6	2	2.5%;	2	Don't know

Replies 80; Forms 94

(8) c. Retrieve/display to screen:

68.8%;	53	5	9.1%;	7	3	2.6%;	2	1
15.6%;	12	4	1.3%;	1	2	2.6%;	2	Don't know

Replies 77; Forms 94

(9) d. Search:

82.5%;	66	5	5.0%;	4	3	0.0%;	0	1
11.2%;	9	4	0.0%;	0	2	1.2%;	1	Don't know

Replies 80; Forms 94

(10) e. Download complete data sets:

73.4%;	58	5	10.1%;	8	3	2.5%;	2	1
8.9%;	7	4	3.8%;	3	2	1.3%;	1	Don't know

Replies 79; Forms 94

(11) f. Download selected data:

78.8%;	63	5	5.0%;	4	3	1.2%;	1	1
11.2%;	9	4	2.5%;	2	2	1.2%;	1	Don't know

Replies 80; Forms 94

(12) g. Software help/tutorials:

29.7%;	22	5	40.5%;	30	3	5.4%;	4	1
17.6%;	13	4	5.4%;	4	2	1.4%;	1	Don't know

Replies 74; Forms 94

(13) h. Publication-quality printing:

38.5%;	30	5	17.9%;	14	3	11.5%;	9	1
20.5%;	16	4	11.5%;	9	2	0.0%;	0	Don't know

Replies 78; Forms 94

(14) i. Charts and graphs:

39.5%;	30	5	22.4%;	17	3	6.6%;	5	1
15.8%;	12	4	14.5%;	11	2	1.3%;	1	Don't know

Replies 76; Forms 94

(15) j. Geographic maps:

34.7%;	25	5	15.3%;	11	3	16.7%;	12	1
13.9%;	10	4	13.9%;	10	2	5.6%;	4	Don't know

Replies 72; Forms 94

(16) k. Other, please specify:

100.0%;	6	electronic bulletin board	0.0%;	0	Other
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Replies 6; Forms 94

• [none]

(17) l. Electronic Bulletin Board (To collect write-ins)

0.0%;	0	5	0.0%;	0	3	0.0%;	0	1
0.0%;	0	4	0.0%;	0	2	0.0%;	0	Don't know

Replies 0; Forms 94

III. DATA USAGE

Your answers describing how you use the data will help us design the most effective Current Economic Statistics retrieval tool.

(18) 5. Do you combine/compare/merge data from more than one source listed in Question 1?

19.1%;	17	No	80.9%;	72	Yes
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Replies 89; Forms 94

(19) 6. What time periods do you consider when using these data? (Mark X all that apply.)

73.3%;	66	5+ years	38.9%;	35	latest 1 or 2 periods
65.6%;	59	trends up to 5 years	0.0%;	0	Other
40.0%;	36	trends up to 1 year			

Replies 90; Forms 94

(20) 7. How do you use the data? (Mark all that apply.)

47.8%;	43	Create value-added products/services
38.9%;	35	Perform patron/client inquiries
28.9%;	26	Inform marketing decisions
24.4%;	22	Republish in newspaper/journal
22.2%;	20	Inform investment decisions
17.8%;	16	Store reports/printouts for archival purposes
6.7%;	6	Locate new sites
1.1%;	1	Other

Replies 90; Forms 94

- [none]
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(21) 8. What explanatory information do you consult when using these data? (Mark all that apply.)

79.1%;	68	Definition of terms
67.4%;	58	Sampling and estimation methodology
62.8%;	54	Narrative text describing survey results
55.8%;	48	Survey design
2.3%;	2	None
5.8%;	5	Other

Replies 86; Forms 94

- Explanations of data changes/revisions
 - research
 - Comparisons to earlier surveys and/or similar data from other agencies--e.g. census to BEA in one estimates.
 - footnotes (CIR)
 - Phone calls to Census and or DOL
-

(22) 9. Do you have any pressing data or information needs that are not currently being met?

- No.
- R & D expenditures by industry (2 & 3 - digit codes) capital expenditures by industry (2 & 3 - digit codes)
- I need detailed tract data by state, in addition to country. Export restrictions by country and region are more important than before (move in demand).
- "807" Production-sharing trade at the 2-digit SIC level showing total U.S. import value and the value of U.S. components sent offshore for assembly.
- Imports and Exports by SIC code; 3 or 4 digit. Move industry detail in M3 report.
- MCD Business Patterns, Massachusetts is doing away with county government, MCD income estimates.
- Non-residential building permits--number by type of building.
- The availability of Residential and Commercial Building Permit Data.
- We need all stats available for the Jewelry Industry especially by geographic region.
- I'd love to see employment data by SIC based on place of residence. Also wish for reconciliation between RIMS, SIC, & NAICS.
- Yes: Durable goods forecast for up to 12 months. I can't find this info anywhere.
- We are always looking for very current information. We normally use Census data for historical trends and background.
- YES! Bring back non-residential state/local permits authorized! This was a severe loss for interpreting local economic trends. Also, more geographic detail, more frequently.
- Yes. I have been looking for cost data for pollution data for different pollutants by categories for the last years from 1993 +, but could not.

- Household Expenditure Data at State Level.
- investment plans by SIC
- We want SIC data at the product level by region. Please make every effort to provide locational tags to Canadian & Mexican data. Full country data profiles are not sufficient.
- Place and regional economic data sets in relation to population/race trends.
- Service Data on an manual/quarterly/monthly basis by 2,3, & 4-digit SIC!
- Economic data for lower half and upper half of the work force.
- Imports and exports by 4-digit SIC. Very important--in print. Publication form--quarterly.
- Rent data and vacancy rates.
- MSA retail sales
- Information on type of procurement contracts by NASA and DOD to the space industry.
- We have a need for long historical time series and for long-term forecasts.

IV. INDUSTRY CLASSIFICATION ISSUES

We will soon begin restructuring the Current Economic Surveys based on the new North American Industry Classification System (NAICS). Your answers will help us ensure that these surveys continue to provide the economic information needed by markets, policy makers, and business people. For more information on NAICS, see the Bureau's web site: <http://www.census.gov/NAICS>.

(24) 10. At what levels of detail do you MOST FREQUENTLY USE industry data classified by Standard Industrial Classification (SIC)? (Mark all that apply.)

79.3%;	69	4-digit industries (or maximum detail I can get)
48.3%;	42	2-digit major groups
47.1%;	41	Sector totals (SIC division); e.g., Manufacturing or Retail Trade
47.1%;	41	3-digit industry groups
3.4%;	3	NA (don't use SIC-based data)
5.7%;	5	Other

Replies 87; Forms 94

-
- Highly disaggregated trade data
 - 7-digit in some cases
 - Greater detail when available
 - sub-groups within 4-digit
 - seven digit
-

(25) 11. Were you aware that the SIC system is being replaced by the North American Industry Classification System (NAICS)?

18.2%;	16	I was unaware of this
34.1%;	30	I am partially aware, but lack details
47.7%;	42	I am aware and understand some implications

Replies 88; Forms 94

12. Would you like to receive more information about NAICS?

(26) Yes, please send me - (Mark all that apply)

92.3%;	60	A brochure that explains NAICS	26.2%;	17	Conference announcements
64.6%;	42	NAICS implementation plans	4.6%;	3	Other

Replies 65; Forms 94

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- Comparison-SIC VS. NAICS Similar to when SIC definitions change.
 - E-Mail to me
 - I am awaiting CD-ROM!
-

(27) No Thanks -

69.2%; 18 I will check the Census Bureau's web site (www.census.gov/naics)
 30.8%; 8 I don't need more information about NAICS

Replies 26; Forms 94

V. USER PROFILE

Please tell us about yourself so we may serve you better.

(28) 13. Type of organization.

43.2%;	38 Business	3.4%;	3 Individual
20.5%;	18 Academic/Research	2.3%;	2 Media
17.0%;	15 Government	1.1%;	1 Library
6.8%;	6 Association	5.7%;	5 Other

Replies 88; Forms 94

- Chamber of Commerce
 - Market Research/Publishing
 - Economic Development
 - Library (University
 - non-profit trade promotion
-

(29) 14. Do you work in your organization's library?

40.0%;	36 Yes	60.0%;	54 No
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Replies 90; Forms 94

(30) 15. What is your affiliation with the Census Bureau?

72.5%;	66 None	2.2%;	2 Census Information Center
6.6%;	6 Business/Industry Data Center	14.3%;	13 Other
4.4%;	4 State Data Center		

Replies 91; Forms 94

- Need statistical info on Jewelry Industry.
- Richmond Public Library, BST Dept. 101 E. Franklin St., Richmond, VA 23219
- Former Advisory Committee member and CES researcher.
- Federal User
- Employed by US DOC/BXA
- Cooperator in disseminating permits authorized data
- Research
- unsure
- Customer
- Government
- Depository

- Affiliate Data Center
- GPO Depository

(35) 20. May we contact you to follow up on this questionnaire?

80.9%; 72 Yes

19.1%; 17 No

Replies 89; Forms 94

(36) Question 21. Remarks:

- The Bureau of the Census information is becoming increasingly important to our readers and clients. the better quality of dat has helped readers and clients become more internationally competitive. Keep up the good job!
- The Bureau of the Census has done a great job with it's web sites. Wth the exception of some unpublished data, everything is available through the internet. The unpublished data is received by direct e-mail.
- A published paper version should always be made available for purchase to the public. Information being available on the internet is nice, yet it is a completely different animal than having a hard copy version of the information. An example: I can receive my new off the internet, but I still prefer to get my newspaper in the morning for reading at my leisure away from a computer.
- When is 1997 Census to be available? Please keep as much of the data in print as possible-- Thanks!
- Census bureau data is always helpful--the data you provide enhances our publication and enables readers to make informal business decisions.
- Thanks for asking!
- Your credibility is a great strength.
- We serve a varied clientele (academic, business, government, and private citizens) and work across many subject. Census data are absolutely vital to us. Our biggest need is for more geographic area detail more frequently (state, county, place, if possible). Users often do not understand the 5 yr. gaps and lag time for the major Economic Surveys that offer such detail, much less the 10 yr. decennial cycle. The internet is a great help in speeding "publication", but we find access is not yet universal. We still download and print entire documents for guide reference and historical purposes. I am concerned about just how long the electronic medi will remain accurate and usable as technology changes. How will the Bureau deal with these problems?
- Good job on the web site.
- Would like more detail on Semiconductor Industry (SIC 3674) and SIC 3661 & 3669 communicaitons equipment. Also, computers SIC 3575,3577,3578, 35,79. Would like more details on subcategories in terms of sales dollars and total units sold.
- I believe this survey contains a lot of information to be used.
- You provide very useful information. Please do not switch any data over to PDF if possible make ASM and Census Manufacturing available as text or some other useable format.
- Data validity in the NAICS project is one of our concerns. Has any provision been for cross checks of the data?
- Respondent provided voluminous, illegible comments throughout that could not be deciphered to record.
- As a consultant I frequently have need of informaiton on trade or other aspects of business.

One I locate the source of information, the government people have ben very helpful in getting it to me.

Some sort of index on reports or databases may be helpful to people like myself. We could view it at a web site. If we could download the info by segments it would reduce your workload.

Keep up the good work! You are appreciated.

- State and Local Government Finance Estimates, by State. We appreciate having this information on the Internet but wish the report was still published. Is there any way of compiling the data

- sooner? It is almost too old to be of any use.
- We look forward to working with you on the upcoming Census.
- I appreciate receiving this survey.
- We have developed "Productivity Enhancement and Control (Peacon) Plan." This plan will solve 20 major economic problems of the U.S. and provide about \$10,000 to all wage earners earning up to \$200,000. It will double the minimum wage, reduce unemployment to 2% reduce poverty to 2% and provide health care benefits and solve other economic problems. Over 98% of the work force will benefit at the the cost of upper 2%, whose income will be reduced considerably.
- We love the Census Bureau! Clear publications indices and ease of search engines on the Internet site are very important to us. Also, choice of how to download data is good, not all users need or can use spreadsheet software.
- Will all Census data be available only via the Internet? My customers prefer printed format. Thank you.
- More documentation and instructions for obtaining data from gohper directories would be helpful.
- The Website can be quite cumbersome to search sometimes.
- I use your "Telephone contacts for Data Users" and phone for help and information--of ten. I am very pleased with the response and helpfulness of all the people at Census, from receptionists to analysts. It would be nice to get it regularly. I forget, from year to year, to send for updates, until I notice that some contact names are out of date.

Figure 1: